

RESPECT CAMPAIGN

Nightingale Homecare have now launched their RESPECT CAMPAIGN, with the aim that our message of INCLUSIVENESS & ZERO TOLERANCE towards Discrimination of any kind is endorsed and adhered to by our Staff, our Service Users, our Community Partners, Key Stakeholders and our Health Care Colleagues.

Our RESPECT CAMPAIGN reflects the Nightingale Homecare Ethos that we are a Fully Inclusive & Open Organisation actively Promoting & Supporting ZERO TOLERANCE towards all forms of DISCRIMINATION, HARASSMENT & BULLYING.

What Does Nightingale Homecare Mean By Respect?

Promoting Equality and respecting all forms of Diversity is central to life today as well as being at the heart of the Nightingale Homecare Ethos of Equality, Diversity & Inclusion, all of which forms the basis of our RESPECT CAMPAIGN.

Our Aim is to provide care and support which meets the needs of everyone which we accept requires all individuals to understand what RESPECTING Equality & Diversity really does mean. Nightingale Homecare will achieve our aims through actively promoting the principles of our RESPECT CAMPAIGN within the workplace and Service User Homes.

What does RESPECT stand for:



REPORT

EVALUATE

SHARE

PROTECTED

EQUALITY

CARE

TRANSFORM



REPORT

Nightingale Homecare operates a Zero Tolerance to Inequality and every form of Discrimination of any kind must be reported immediately.

EVALUATE

Your actions and how they impact on your colleague, be a good work colleague and uphold the ethos of RESPECT.

SHARE

Good practice and share any ideas you have which would Promote Equality.

PROTECTED

Characteristics, never Discriminate against any Individual with Protected Characteristics.

EQUALITY

We are all Equal, never behave or believe any different.

CARE

Not only for those we support but for all of your colleagues and other staff.

TRANSFORM

Make a Difference by Promoting Equality and Transform the lives of those we support and the Environment for your colleagues.

The Nightingale Homecare Code of Conduct for Community Support Staff, Service Users and other Healthcare Professionals includes the following principles:

- We will ensure Everyone is Accountable for their actions or omissions.
- We will Promote and Uphold the Privacy, Dignity, Rights, Health and Wellbeing of every individual who use the Nightingale Homecare Services and their support network.
- We will Work in Collaboration & Partnership with all of our Colleagues & Health Care Partners to ensure the delivery of Quality, Safe and Compassionate Person-Centred Care & Support Services.
- We will Communicate in an Open, and Effective way to Promote the Health, Safety and Wellbeing of all Individuals who use Health and Social Care services.
- We will Respect an Individual's Right to Privacy & Confidentiality.
- We will Strive to improve the Quality of Healthcare, Care and Support Services through Learning & Continued Personal Professional Development.
- We will Uphold and Promote Equality, Diversity, and Inclusion.
- We will actively Promote the Nightingale Homecare Respect Campaign which upholds our Ethos of Equality, Diversity & Inclusion.
- We will AIM for a fully Inclusive Environment, free from Discrimination for Everyone.
- We will take Disciplinary Actions against any member of our staff where their behaviour does not comply with the Nightingale Homecare Ethos of Equality, Diversity & Inclusion or notify service users & Adult Social Services of our intention to Withdraw from providing Care & Support to a Service User when their actions do not comply with our ethos.
- We will use Positive Recruitment where possible from our job applications which includes a range of candidates from diverse backgrounds, cultures and beliefs. This action ensures our recruitment processes are inclusive and accessible to all.
- We will continue to actively support BME minority Groups and causes such as Domestic Abuse, Black Lives Matter and National and Regional Pride Events.
- We will continue to actively plan Care and Support Services involving the Service user, family members & other individuals who form part of a Service User's Support Network, with no Judgement or Discrimination as to how Individuals choose to lead their lives.
- We will continue to Communicate with Service Users deploying different ways to communicate as this is a key element within their support requirements. It is often possible to discern what an individual feels or wants from their gestures or their facial expressions, tone, volume of voice, or body language and behaviours.

We also use where appropriate other methods of communication to ensure we provide Person Centred Care.

- We will offer Individuals with Communication Difficulties or Sensory Loss appropriate support if required to enable them to fully participate in a review of their Care & Support plan. Any information will be provided in a format that suits their needs and preferences. We ensure that all our staff who perform the same type of duties and who are employed in the same position are paid on an Equal Basis across all services, including benefits and their Contractual Terms.
- We will ensure that all members of our staff are treated fairly, regardless of their beliefs or lack of belief, or their cultural background, their sexual orientation or their lifestyle and address any possible issues as soon as possible.
- We will ensure our staff do not miss out on job or training opportunities and are kept informed about any important matters especially changes in their workplace. This includes those who are away from work because of antenatal appointments, pregnancy, maternity leave, paternity leave, adoption leave, Shared Parental Leave, caring for children.

Equality is about treating Individuals alike according to their needs.

We will ensure that everyone is given equality of opportunity. For example, we may need to give information in different formats (for example Braille) or make sure there is wheelchair access to a building for an individual in a wheelchair.

Diversity can be described as 'Difference'.

All individuals are different; the many different parts of a person's character and identity make them unique. Examples of the things that make up diversity are:

Age, Appearance, Ability, Disability, Job Role, Health, Background, Gender, Family, Friends, Sexual Orientation, Religion, Belief, Values, Culture, Race, National Origins, Marital status.

Inclusion is 'being included within Society as a Whole'.

Inclusion also links with diversity and equality. It is important to understand an individual's differences so that you can include them and treat them equally and fairly. People can feel excluded if they are not able to join in with activities. Excluding people because of their differences is known as 'discrimination'. All workers in health and social care must make sure that they work in an inclusive way to ensure that all individuals have the opportunity to take part when they want to. This is especially true about people taking part in their own care and support so that it is truly centred on them as a person.

Discrimination is action that is often based on a Person's Negative Attitude towards Others.

The following can all lead to Discrimination:

- Labelling
- Stereotyping
- Prejudice



It involves treating Individuals differently because of assumptions made about a person or group of people based on their differences. Negative attitudes and behaviours which unfortunately continue to exist in society can lead to individuals or groups being oppressed or disadvantaged. Some forms of discrimination are on purpose and can be easily noticed. This is known as direct or deliberate discrimination. Examples include unfairly treating a person differently because of their Race, Religion, or Sexual Orientation, and excludes People who use Wheelchairs by not providing access.

Other forms of Discrimination can be unintentional or accidental and are not as easy to see. This is known as indirect discrimination. For example, providing food at times that do not consider religious fasting periods may apply equally to everyone but might disadvantage certain individuals or groups.

You can reduce the chances of discrimination occurring by the way that you work. As a health & Social Care worker it is your duty to work in ways that promote:

- Equality
- Diversity
- Inclusion



These principles should be included into everything that you do.

To achieve this, you should:

- Respect Diversity by Providing Person-Centred Care.
- Treat the individuals you support as Unique rather than treating all Individuals in the same way.
- Ensure you work in a Non-Judgemental way. Do not allow judgemental beliefs to affect the care & support you provide.
- Follow the agreed ways of working in your workplace to create an Environment that is free from Discrimination.
- Work in an Inclusive Way that sees the positive input which all Individuals can make to society and to their own care.
- Be Confident to Challenge, Confront or Report Discriminatory practices if you see these in your workplace.



Person-Centred Care - There are many aspects to an Individual that you must understand in order to meet their individual needs. The Person is always the Expert on their own care.

Holistic - The term 'holistic' means to look at all aspects that make up an Individual. It means seeing how all those aspects are integrated and can have an impact on each other. Therefore, we don't just view people from one perspective, but we look at all factors, including their thinking processes and the Physical, Emotional, Social and Cultural aspects of who they are. All of this helps to provide person-centred care.

The Equality Act 2010 and Protected Characteristics

Every human being in the UK has rights and freedoms which apply regardless of their situation or characteristics. Equality and inclusion are basic human rights.

The Equality Act 2010 makes it against the law for people to be treated unfairly because of the things that make them different. The Act sets out how individuals should experience equality of opportunity and lists a number of 'protected characteristics' that help to safeguard them from discrimination.

Promoting Equality and Respecting Diversity help to ensure that all Individuals are valued and have the same access to all opportunities whatever their differences.

Reflecting to Discover Discrimination

It is important to reflect on your work and to think about how you can improve the care and support that you provide to others. Discrimination is unacceptable and should be confronted whenever it is found, whether in your own work, or in that of others.

Working in a reflective way is one way that can help you to identify if and where your own values and beliefs lead to unfair treatment of others. 'Reflective practice' means thinking about what you or others have done, what happened as a result and whether you or they could do anything differently in future to get a better outcome. If reflection leads you to see that individuals are being treated unfairly, you should discuss this with your manager who will be able to take action to make sure that the poor practice is properly challenged, and positive change is encouraged.

In the course of your work there may be times when you need to take action to find out more information about Diversity, Equality, and Inclusion. This might be as a result of:

- Reflecting on your own work and finding that you need to develop your skills and knowledge.
- Needing to know how to apply the Principles of Diversity, Equality, and Inclusion to an unfamiliar situation.
- Witnessing Discrimination or unfair treatment in someone else's work and needing advice on how to deal with it.

Any Discrimination of any kind must be reported to your line Manager and Directors.

